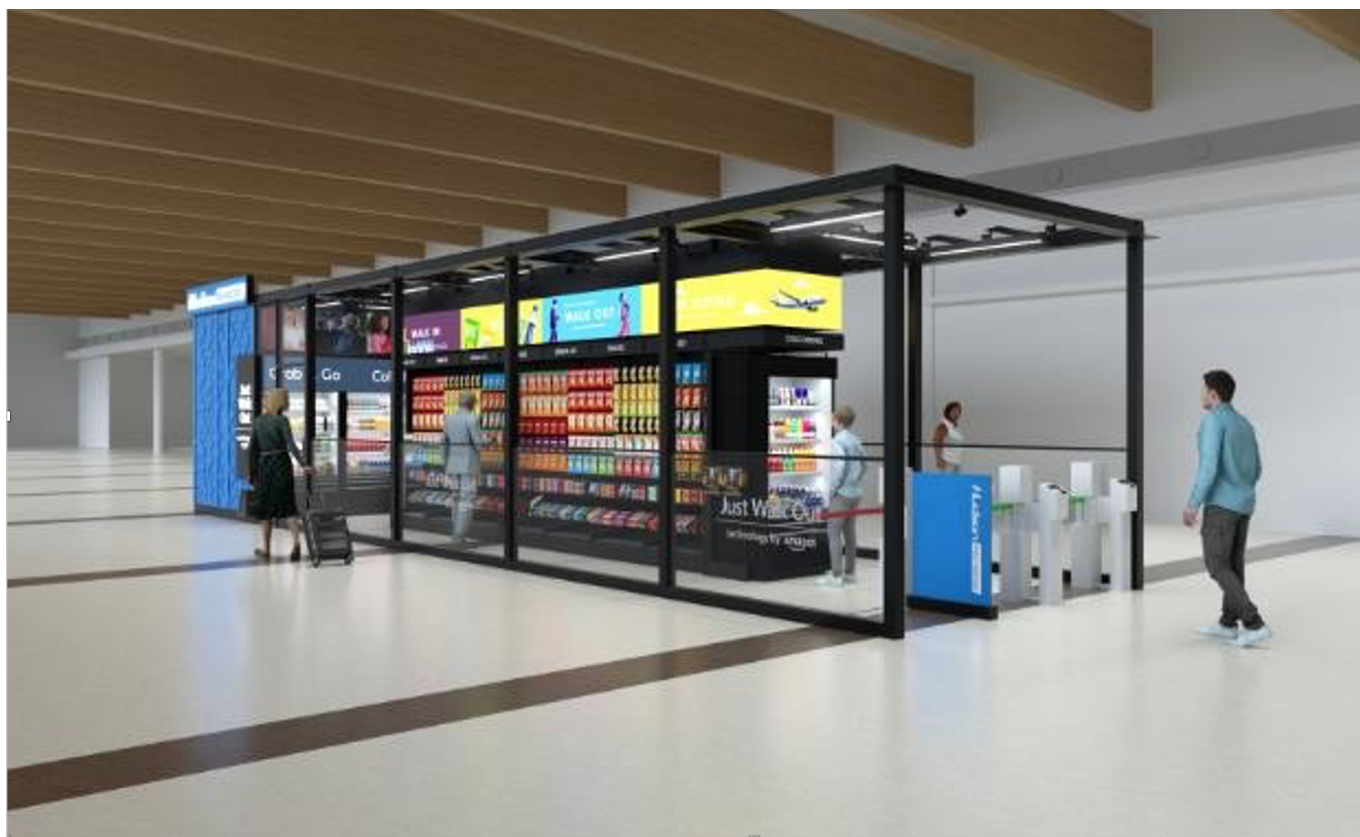


Hudson and Amazon create “Just Walk Out” checkout-free experience



Dufry-owned Hudson, well-known travel retail convenience store chain with more than 1,000 stores throughout North America, has announced an agreement to use Amazon’s “Just Walk Out” technology beginning with Hudson Nonstop, which will open in the first quarter of 2021 at Dallas Love Field

Airport (DAL). Additional roll-outs are planned for 2021. Following implementation at Dallas Love Field, Hudson plans to work with Amazon to expand its use of Just Walk Out technology across additional stores in its North American footprint.

This “Just Walk Out” technology allows travelers to enter the store, choose their items and leave, without interaction at a counter or terminal. Their credit card will be charged upon exiting the store.

Technological advancement has been a hallmark of the pandemic, and none so much as this one, which “highlights Hudson’s ability to adapt to new ways of retailing, while understanding and embracing the need to use technology to redefine travel retail following challenges posed by COVID-19.”

The technology will appeal to those looking for a safer shopping environment, but also to the many time-strapped passengers who want to make a quick purchase without having to wait in line.

Additional service and convenience

This technology does not exist with the goal of reducing staff. Rather, Hudson team members will have more time to provide quality service.

“Today’s traveler is progressively more connected, mobile, and time sensitive – and they have higher expectations for convenience, safety, and speed during their shopping experiences,” said Brian Quinn, EVP and Chief Operating Officer of Hudson. “The addition of Amazon’s Just Walk Out technology perfectly complements our current digital footprint, providing travelers with yet another quick, secure, and contactless shopping experience that meets their needs.”

“We’re excited to work with Hudson as they innovate in the travel industry and bring convenient, efficient experiences to travelers,” said Cameron Janes, Vice President, Physical Retail at Amazon. “While people are already accustomed to getting what they need on the go at a Hudson store, the addition of Just Walk Out technology will help busy travelers at Dallas Love Field Airport avoid waiting in line to check out so they can grab what they need and make their flight faster. We hope customers enjoy how much more convenient this makes shopping at the airport and look forward to introducing our technology to additional Hudson locations.”

“We are always looking for new ways to expand the seamless and safe travel experience that we’re known for at Love Field,” said Mark Duebner, Director of Dallas Love Field Airport. “The future of airports and air travel is becoming more contactless, so we’re happy to be the first airport with a Hudson store using Amazon’s Just Walk Out technology.”